**CITY OF MINNEAPOLIS** 

# Organics Recycling Ad Campaign

and Program Rollout Status

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### Organics Recycling Milestones

When	What	
December 2014	Direction to Move Forward	
April 2015	Citywide Mailings & Promotions	
September 2015	Start of Phase I Collection	
April 2016	Start of Phase II Collection	
May 2016	Ad Campaign Kickoff	
July 2016	Citywide Organics Recycling	

### **Promotional Partners**

- Hennepin County Environmental Services
- City of Minneapolis Communications Department
- Neighborhood and Community Relations
- Minneapolis 311
- Neighborhood & Community Groups





## City Communications tools: Earned, Owned, Donated

- Earned media value to date:
  - \$454,878
  - Includes news coverage on TV, radio, print, news websites
- Social media reach to date:
  - 59,300 Facebook reach
  - 44,696 Twitter impressions
  - All at no cost

### City Communications tools

- Public Service Announcements (PSAs)
  - Comcast estimated value: \$80,000-\$120,000
  - All videos produced in-house at no extra cost
- Clear Channel Outdoor donated digital billboards: \$42,000 to date



### Phase I Review

#### Phase 1 new customers

- 7,105 stops received small organics cart
- 308 stops received a medium organics cart

#### Pilot customers

- 2,450 medium carts exchanged in pilot areas for small carts
- Approx. 50 medium carts will remain in pilot areas

#### Switch to small garbage carts

- 2,324 Phase 1 customers have a small garbage cart
- 1,326 are new small cart customers





### Welcome Kit



### Phase II Status

- Phase II Organics Recycling cart placement began March 28, 2016 and is scheduled to continue through June 17, 2016
- Approximately 20,000 carts are expected to be delivered
- 34.7% Citywide sign-up rate (as of 5.2.16)





### Ad Campaign Funding and Uses

SCORE Grant Dollars

315K awarded in 2015 for spending in 2016

- Focus is Education and Outreach
  - Ad Campaign
  - Summer Interns
  - Promotional Item

### Ad Campaign Methods and Messaging

Campaign runs May - July

Method	Messaging
Truck Signage	
Bus and Bus Shelter	<ul> <li>What is organics recycling?</li> </ul>
Print	• How do I participate?
Digital	• Why should I participate?
Social Media	<ul><li>How do I sign up?</li></ul>
Radio	
Direct Mail	
Events	

### Ad Campaign Strategy

- Reach all customers
  - Demographics: age, ethnicity, location
- Reach customers often
  - Minimum of 3 times
- Keep the message simple
- Use multiple methods
- Make additional information easily accessible
  - Direct mail
  - Solid Waste & Recycling Call Center
  - 311 (online and phone ap)
  - City's website

### Truck Signage



### Truck Signage

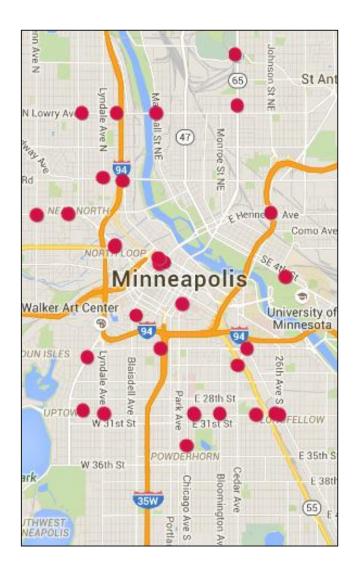




### **Bus Shelters**

- 28 placements by specific location
- 10 placements by zip code
- 150,835 impressions per panel per month\*
- Over 9.3 million impressions total
- Ad style: family photos





### **Bus Interior**

- 220 interior car cards
- Placement by Garage
- Garage used determines service area
- Over 1.5 million impressions\*
- Ad style: Program branding (carts)

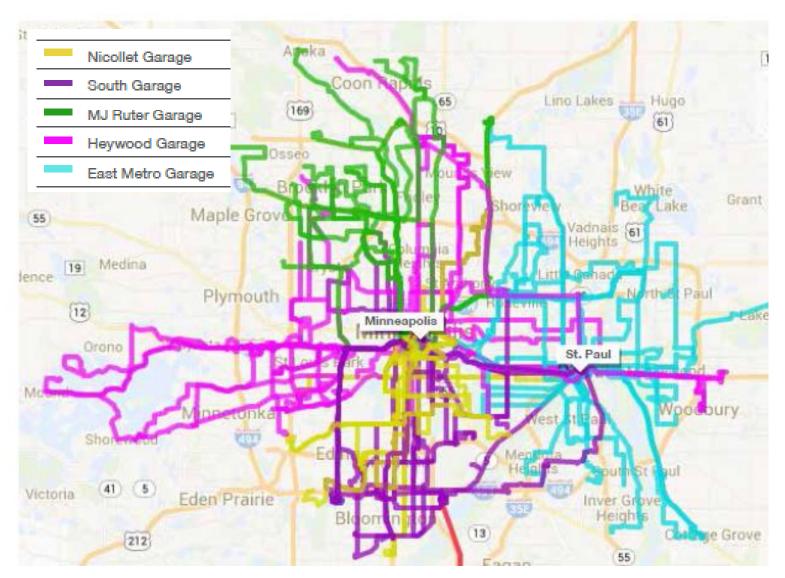
### **Bus Exterior**

- 36 exterior bus tail ads
- Placement by Garage
- Garage used determines service area
- Over 4.4 million impressions\*
- Ad style: Program branding (carts)





### Bus Coverage Map



### Print Advertising

- 10 News Publications
  - Cultural
  - Neighborhood
- Digital ad on all neighborhood news websites
- More print ads dedicated in areas with lower organics sign-up rates
- Over 500,000 copies



### NorthNews Serving North Minneapolis since 1991

southwestjournal

Southwest Minneapolis' Community Newspaper

### HMONG TIMES "The Newspaper of the Hmong Community"











IIILJOOKIAAL

The News Source for Downtown & Northeast Minneapolis Residents

### Print Advertising (cont.)



### Recycle food scraps with organics recycling

"We recycle our organics to protect the environment. The food scraps and non-recyclable paper can be put to a better use through composting."

-Minneapolis residents

Sign up today: minneapolismn.gov/organics or call Minneapolis 311





### Recycle food scraps with **organics** recycling

"We participate in organics recycling to reduce greenhouse gas emissions that contribute to global warming."

-Minneapolis resident

Sign up today: minneapolismn.gov/organics or call 612-673-2917





### Digital Advertising

- 15 News Websites, plus extended reach
  - Mainstream TV
  - Star Tribune
  - Neighborhood
  - Cultural
  - **Extended Reach Advertising**
- Geo-targeted
- Combination of still, video, and pre-roll ads
- Mobile and Desktop
- Over 6 million impressions





KARE 1

























### Social Media (paid)



January 2016: Two paid FaceBook ads to encourage sign-ups before February 1 deadline

January 11 – 23 (\$200)

- 95,873 total reach
- 51,000 views; 333 shares
- 689 likes; 58 comments

January 24 – 31, 2016 (\$100)

- 43,153 total reach
- 17,000 views; 119 shares
- 166 likes; 15 comments

#### **May – July 2016**

• \$500 in additional FaceBook ads



### Radio

- 11 Stations
  - Cultural
  - Mainstream
  - News
- Over 1,000 on-air spots with 4 or more on-air interviews
- Nearly 300 on-air bonus spots provided, with several more to be included closer to campaign airing
- Over 5 hours of collective air time.
- Nearly 6 million impressions



Discover New Music



























### **Direct Mail**

- Pre-translated into 4 major languages
- "Sign Up Now" Postage Paid Reply Card



### Organics Recycling Events

- Organics Recycling Training April 9<sup>th</sup>
  - > 185 attendees at MLK Park
  - > 83 attendees at Folwell Park
- Cultural Community Events
  - SE Asian Soccer Connection Event
  - American Indian Month Events
  - Live on the Drive Concert Series
  - East African Community Sessions
  - And more...
- Neighborhood and Community Events





### Recycling Block Leader Program

- Participation
  - 80 residents have signed up since April 9, 2016
- Block Leaders Responsibilities
  - Share City recycling updates with neighbors
  - Organize low-waste National Night Out event
- Resources available
  - Regular email updates
  - Brochures, lawn signs, stickers
  - Access to recycling staff
  - Guide for planning low-waste events



## Recycling Block Leader Program, organics educational materials:



Program Brochure
(English, Spanish, Hmong, Somali)

Residential Organics Acceptability List:			
YES	NO		
Baked goods	Ashes (fireplace, grill, portable fire pit, chiminea)		
Bamboo foodservice items	Air Filters (furnace, humidifier, etc.)		
Berry cartons (paper only)	Animal food bags (plastic or foil ined)		
Bones	Animal waste, bedding, litter and droppings		
Candy (remove from wrapper)	Aluminum foil		
Cellulose sponges	Automobile and engine fluids (antifreeze, motor oil, etc.)		
Cereal	Baby, personal and flushable moist wipes		
Certified compostable bags (must be labeled BPI	"Biodegradable" labeled items		
Certified Compostable)	Band-Aids™, bandages and first-aid items		
Certified compostable food-service items (must be	Batteries		
labeled BPI or Cedar Grove certified compostable)	Candles and candle wax		
Cheese and cheesecloth	Candy and chip wrappers		
Chopsticks and coffee stir-sticks (wood only)	Cartons (soup, broth, milk, juice, or wine)		
Coffee cups (paper - only when marked certified	Cat litter		
compostable) (convenience store, Starbucks, Caribou	Ceramics (mugs, plates, bowls, vases, etc.)		
Cups, etc. go in the garbage)	Charcoal (Charcoal that contains chemicals for quick or easy		
Coffee grounds and paper filters (K-cups or other coffee	lighting is garbage. If you're unsure throw it away.)		
pods are garbage. You may empty the coffee grounds	Cigarettes, cigars and butts		
from the pods into the organics.)	Cleaning products including towels, rags, sponges, etc. soak		
Condiment packets (paper only including: salt, pepper,	with cleaning products		
sugar, sugar substitute, etc.)	Condiment packets (plastic and foil including: ketchup, relis		
Cork (natural only, plastic corks are garbage)	red pepper, parmesan, taco sauce, etc.)		
Corn cobs. husks and shuckings	Condoms and related products		
Cotton balls (without chemicals on them)  100% cotton or wool clothing that cannot be repaired	Construction materials (concrete, sheetrock, etc.) Containers (plastic, glass metal, cartons)		
or donated (cut into 4" x 4" pieces)			
	Cosmetics and perfumes		
Dough Dust bunnies	Crayons and chalk		
	Dead animals		
Egg cartons (paper only)	Dental floss (contains plastic)		
Egg shells	Detergents (liquid, powder, sheets, and tablets)		
Facial tissue Fish and fish parts	Diapers (baby, overnight, training, swim, and covers)		
Fish and fish parts Food - ALL spoiled, moldy, frozen food, dairy, frozen	Dryer lint (contains synthetic fibers)		
Food - ALL spoiled, moldy, frozen food, dairy, frozen dairy, all fruits and vegetables including peelings and	Dusting wipes		
pits, baked goods, sauces, herbs and spices, nuts,	Fast food wraps		
seafood and fish including shells and parts, meat	Feces (human and pet)		
including fat and bones, etc.	Feminine hygiene products (tampons, pads, liners, applicate		
	paper or plastic)		
Flour and sugar paper bags (not plastic lined)	Fertilizers (solid and liquid)		
Flower bouquets (remove ribbon and plastic)	Foil and foil-type bags (chips, candy)		
Frozen foods	Garden trimmings and waste*		
Fruit, fruit peels, fruit seeds and pits	Gauze		
Fur - from pet grooming (not fur clothing)	Gift Wrap (recycle gift wrap without glitter or foil)		
Grains	Glass		
Gravy and sauces	Grass clippings*		

Detailed Yes/No Organics Acceptability List



Home Set-Up Tips Booklet with FAQs (English, Spanish, Hmong, Somali)



Green Cleaning Recipe Book (English, Spanish)



Organics Recycling Yard Sign



Container labels for your indoor organics, recycling and trash bins

### Outreach through Interns

- Door-to-door in targeted areas
- Survey & educate residents
- Promote sign-ups
- Answer questions
- Provide resources



- Results will be used to identify barriers to participation
- Attend neighborhood and community events
- Assist in evaluating internal organics recycling program

### Promotional Item







### Citywide Organics Recycling

#### **Consultant Study Anticipated:**

- 42,000 households or 40% opt-in
- 8,000 tons annually
- 7.5 pounds per household per week



### Citywide Organics Recycling (cont.)

- Ad campaign will help surpass the 40% anticipated sign-up rate
  - Current sign up 34.7% (as of 5.2.16)
- Continued educational plans will be developed to address barriers identified by intern outreach

 Develop way to get compost back to residents who participate in the program

### Questions?

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www.Minneapolismn.gov/organics